



POWER OF ATTORNEY

Back To Basics Products, Inc., a corporation, organized and existing under the laws of the State of Utah, having a business address of 675 West 14600 South, Bluffdale, UT 84065, owner of all right, title and interest in the invention entitled OFF-AXIS GOBLET FOR FOOD MIXER for which an application for United States Letters Patent which is being filed concurrently herewith OR which was filed on 3/19/04 as THORPE NORTH & WESTERN, LLP Docket No. 23222, and given U.S. Patent Application Serial No.

10/805,175, and empowered to prosecute the U.S. and foreign applications on behalf of the inventors, hereby appoint as its attorneys and/or patent agents the law firm of THORPE NORTH & WESTERN, LLP, having a business address of 8180 South 700 East, Suite 200, Sandy, Utah 84070, and VAUGHN W. NORTH, Registration No. 27,930; M. WAYNE WESTERN, Registration No. 22,788; CLIFTON W. THOMPSON, Registration No. 36,947; GARRON M. HOBSON, Registration No. 41,073; PETER M. DE JONGE, Registration No. 47,521; WEILI CHENG, Registration No. 44,609; DAVID R. MCKINNEY, Registration No. 42,868; STEVE M. PERRY, Registration No. 45,357; GARY P. OAKESON, Registration No. 44,266; DAVID W. OSBORNE, Registration No. 44,989; JASON R. JONES, Registration No. 51,008; ERIK S. ERICKSEN, Registration No. 48,954; JOHN W.L. OGILVIE, Registration No. 37,987; and CHRISTOPHER L. JOHNSON, Registration No. 46,809; all with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

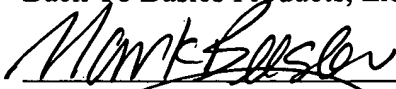
All correspondence concerning this application should be directed to:

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Dated this 23 day of June 2004 at Pluttslake, VT (City, State).

Back To Basics Products, Inc.

By:



Mark Beesley
General Counsel